

**IDENTIFYING KEY DIGITAL PREPRESS COMPETENCE REQUIREMENTS  
FOR PRINTING TECHNOLOGY WORKFORCE**



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**Contents**

- 1. Letter of Report Submission ..... iii
- 2. Letter of Offer (Research Grant)..... iv
- 3. Acknowledgements ..... v
- 4. Enhanced Research Title and Objectives..... vi
- 5. Report ..... 1
  - 5.1 Proposed Executive Summary ..... 1
  - 5.2 Enhanced Executive Summary ..... 2
  - 5.3 Introduction ..... 3
  - 5.4 Brief Literature Review ..... 4
  - 5.5 Methodology ..... 5
  - 5.6 Results and Discussion ..... 6
  - 5.7 Conclusion and Recommendation..... 9
  - 5.8 References/Bibliography ..... 11
- 6. Research Outcomes ..... 12
- 7. Appendix ..... 13

Surat Kami : 600-RMI/SSP/DANA 5/3/Dsp ( 177/2011)  
Tarikh : 27 Mei 2011



## 2. Letter of Offer (Research Grant)

En Muhammad Yusuf Masod  
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Y. Brs. Profesor./Tuan/Puan

### KELULUSAN PERMOHONAN DANA KECEMERLANGAN 05/2011

Tajuk Projek : Identifying Key Digital Prepress Competence Requirements For Printing Technology Workforce  
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Tempoh : 01 Jun 2011 – 31 Mei 2012 (12 bulan)  
Jumlah Peruntukan : RM 5,000.00  
Ketua Projek : En Muhammad Yusuf Masod

Dengan hormatnya perkara di atas adalah dirujuk.

2. Sukacita dimaklumkan pihak Universiti telah meluluskan cadangan penyelidikan Y. Brs Profesor/tuan/puan untuk membiayai projek penyelidikan di bawah Dana Kecemerlangan UiTM.

3. Bagi pihak Universiti kami mengucapkan tahniah kepada Y. Brs. Profesor/tuan/puan kerana kejayaan ini dan seterusnya diharapkan berjaya menyiapkan projek ini dengan cemerlang.

4. Peruntukan kewangan akan disalurkan melalui tiga (3) peringkat berdasarkan kepada laporan kemajuan serta kewangan yang mencapai perbelanjaan lebih kurang 50% dari peruntukan yang diterima.

Peringkat Pertama	20%
Peringkat Kedua	40%
Peringkat Ketiga	40%

5. Untuk tujuan mengemaskini, pihak Y. Brs. Profesor/tuan/puan adalah diminta untuk melengkapkan semula kertas cadangan penyelidikan sekiranya perlu, mengisi borang setuju terima projek penyelidikan dan menyusun perancangan semula bajet yang baru seperti yang diluluskan. Sila lihat lampiran bagi tatacara tambahan untuk pengurusan projek.

Sekian, harap maklum.

**"SELAMAT MENJALANKAN PENYELIDIKAN DENGAN JAYANYA"**

Yang benar

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## **5.2 Enhanced Executive Summary**

An increasing automation of all the steps in the process of a printing industry generates an enormous potential for innovation not only in the field of machinery and equipment but also in processing in near future. In the area of prepress, where technological developments have been gradually transformed from an intensive low-tech labor to a high technology industry with a better quality and efficiency. This transition is one of the main concerns when developing a digital prepress course in Malaysia. In this research, the primary objective was to determine the requirements of digital prepress abilities in offset lithography printing industry so it can provide reference for the talents training and relevant curriculum in printing industry. Survey is the suitable methodology adopted in this research and questionnaires were distributed to obtain the data. The research started with a comprehensive literature review regarding the competencies based on the Malaysian Occupational Skills Standard (NOSS). The surveyed participants of this research were the managers and supervisors of the digital prepress operator in small/medium industry and large industry. To analyze the result of the surveys, descriptive statistic was conducted. Through the survey and analysis, this research identifies five most highly required digital prepress competencies for the printing technology workforce.

### **5.3 Introduction**

Printing is an industrial process for mass production of texts and images, typically with ink on paper using a press. It is an essential part of publishing, which is defined by Webster as the business or profession of the commercial production and issuance of literature, information, musical scores or sometimes recording or arts. It however does not cover printing or producing of a family history bound book form without commercial intent. Current literature in the field acknowledge that the printing industry is no longer the dominant sector as it is on its way to becoming a multimedia industry. However it will nevertheless remain an important component in the long term. The publishing industry is going through a major transformation which leads to decentralized production, print on demand, and diversified printed products, as well as the development of a new print media market, which is establishing its place between the printing industry, desktop publishing, and online media [1].

Recently, the production of printed products has changed from a crafts men trade into industrial production. The use of conventional typesetting machines, repro cameras and films has been replaced by computer technology in virtually all branches of the printing industry. A study by Shin, Meng-Tsung, Tai (2010), showed the rapid development in the area of computer software and hardware has directly led to comprehensive change in the printing industry [2]. To meet these demands, the workforce must adapt to the rapid development within the digital prepress sector.